Sponsors Report®

2008 NASCAR Nationwide Series
Volume 22, No. 31

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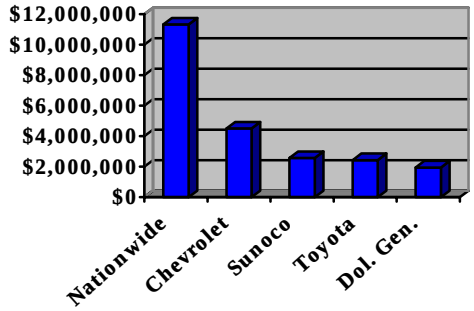
Series Coordinator: Ben J. Hanneman

NASCAR

Dollar General 300

Venue:	Lowe's Motor Speedway
City/State:	Concord, NC
Date:	October 10, 2008
Attendance:	60,000 (Estimated)
Winner:	Kyle Busch
Network:	ESPN2 - Live (4.5 Hours)/ ESPN2 - TD (3 Hours)
CP:30:	ESPN2 - $42,000 (Combined)
2 Airings:	ESPN2 10/10 (8 PM EDT), 10/11 (2 AM)



Top 25 AS&E Sponsors

	Exp. Time	Spon. Ment.	CP:30 Value
Nationwide	3:33:19	154	$11,328,800
Chevrolet	1:33:23	24	4,498,200
Sunoco	53:43	6	2,560,600
Toyota	51:49	10	2,426,200
Dollar General	41:14	20	1,944,600
Goodyear	31:09	8	1,724,800
Ford	31:55	6	1,456,000
Lowe's (Motor Speedway)	19:22	74	1,426,600
Sprint	18:51	50	1,356,600
Impact!	22:24	0	1,257,200
Mechanix Wear	24:24	0	1,104,600
3M	24:23	0	1,101,800
Camry (Toyota)	22:15	4	988,400
Mahle	20:54	0	924,000
Moog	17:25	0	774,200
Simpson	13:08	0	758,800
ZMax	16:21	0	712,600
Dodge	9:47	18	711,200
Mobil 1	11:54	0	704,200
Bank of America	11:54	14	700,000
Mac Tools	13:24	0	641,200
Monte Carlo SS (Chev.)	13:46	0	627,200
Comp Cams	14:10	0	625,800
JE Pistons	13:53	0	604,800
Safety-Kleen	13:42	0	593,600

Top 25 Team Sponsors

	Exp. Time	Spon. Ment.	CP:30 Value
GEICO	41:10	4	$1,839,600
NOS Energy Drink	31:47	4	1,471,400
Holiday Inn	31:55	6	1,400,000
BB&T	26:28	6	1,296,400
CITI	26:01	0	1,164,800
U.S. Navy	21:23	6	1,066,800
Lowe's	18:54	6	974,400
Penske Truck Rental	12:26	10	911,400
Scotts	17:09	4	820,400
Farm Bureau Insurance	13:57	2	736,400
Rheem	13:51	0	618,800
Holiday Inn Express	13:59	0	614,600
Great Clips for Hair	14:12	0	607,600
Avis	12:11	4	592,200
Micc. Gam. & Resorts	10:17	4	536,200
CitiFinancial	10:14	0	487,200
Discount Tire Company	9:31	2	477,400
SuperCuts	10:04	0	453,600
5 Hour Energy	7:42	8	417,200
Motorola	9:01	0	417,200
Aaron's	6:32	12	373,800
Fastenal	6:25	0	310,800
Kingsford Charcoal	6:46	0	288,400
Winterguard (Scotts)	5:50	4	280,000
Hellmann's	3:43	2	172,200

Top AS&E Sponsors

	Exp. Time	CP:30 Value
Nationwide: (154 Mentions)	**3:33:19**	**$11,328,800**
Running Order Graphics	2:44:33	$7,996,800
Mentions	N/A	1,078,000
Windshield Identity	22:39	977,200
Series Title Graphics	4:42	292,600
Driver Uniforms	4:58	260,400
Chevrolet: (24 Mentions)	**1:33:23**	**$4,498,200**
Front Bumper Identity	56:37	$2,472,400
Rear Bumper Identity	18:30	792,400
Driver Uniforms	7:10	481,600
Mentions	N/A	168,000
Graphics Accomp. Start. Lineup	3:30	147,000
Sunoco: (6 Mentions)	**53:43**	**$2,560,600**
Globe Identity	23:19	$1,038,800
Fender Decals	17:05	758,800
Driver Uniforms	5:10	364,000
Fuel Cans	4:02	169,400
Crew Member Uniforms	3:28	151,200
Toyota: (10 Mentions)	**51:49**	**$2,426,200**
Driver Uniforms	7:51	$431,200
Running Order Graphics	9:48	411,600
Retaining Walls	6:14	264,600
Billboards	5:40	242,200
Pace Truck Identity	5:18	226,800
Dollar General: (20 Ment.)	**41:14**	**$1,944,600**
Hood Identity	16:24	$707,000
Crew Member Uniforms	7:42	323,400
Billboards	3:36	155,400
Infield Grass Display	2:43	145,600
Mentions	N/A	140,000

Top Team Sponsors

	Exp. Time	CP:30 Value
GEICO: (4 Mentions)	**41:10**	**$1,839,600**
Running Order Graphics	27:30	$1,155,000
Hood Identity	4:40	196,000
Veh. Id. In View of Roof Cam.	3:42	155,400
Driver Uniforms	1:41	137,200
Rear Quarter Panel Identity	2:16	95,200
NOS Energy Drink: (4 Ment.)	**31:47**	**$1,471,400**
Hood Identity	20:48	$893,200
Driver Uniforms	3:49	194,600
Rear Quarter Panel Identity	3:15	155,400
Driver Hats	1:19	78,400
Pit Wall Skirts	0:45	42,000
Holiday Inn: (6 Mentions)	**31:55**	**$1,400,000**
Hood Identity	19:05	$803,600
Veh. Id. in View of an ICC	9:48	427,000
Driver Hats	1:20	56,000
Staying Under Green Graphics	1:10	49,000
Mentions	N/A	42,000
BB&T: (6 Mentions)	**26:28**	**$1,296,400**
Hood Identity	15:54	$702,800
Driver Uniforms	3:33	221,200
Television Panel Identity	4:03	172,200
Crew Member Hats	1:26	60,200
Helmet Identity	0:38	47,600
CITI:	**26:01**	**$1,164,800**
Hood Identity	22:36	$981,400
Driver Uniforms	0:52	70,000
Lower Rear Quarter Panel Id.	0:53	40,600
Pit Wall Skirts	0:38	26,600
Crew Member Uniforms	0:34	23,800

Methodology: In-Broadcast Exposure

All clear, in-focus exposure time observed during the in-broadcast portions of the telecast(s) is monitored and tabulated. In addition, each verbal mention of a brand is counted and valued at :10, based on proprietary Joyce Julius and Associates historic research. When two or more of the same sponsor's identities appear on screen simultaneously, only the dominant source is counted to prevent duplication of exposure.

To attribute a dollar value for each sponsor's exposure, on-screen time and verbal mentions are compared to the network's cost per :30 commercial rate. Values may vary $100 per source due to rounding.

Please note, ONLY the top five exposure sources are listed with each sponsor in this report. Complete source detailing is available by contacting a Joyce Julius sales representative.

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Associate, Series and Event Sponsors

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
AAA	1:20	0	112,000
AATAC	1:44	0	81,200
ABF U-PACK MOVERS	2:28	0	103,600
ADIDAS	3:51	0	212,800
AG TECH, LLC	0:05	0	7,000
AIRPLUS INSOLES	1:32	0	65,800
ALLSTATE	0:15	0	21,000
ALPINESTARS	6:15	0	313,600
AMP ENERGY	0:09	0	11,200
ARM & HAMMER	2:26	0	102,200
ARP	10:04	0	459,200
AT&T	2:23	0	106,400
ATR. HOMES & COM.	0:43	0	35,000
ATREUSHOMES.COM	0:04	0	2,800
AUTO METER	7:11	0	338,800
AUTOZONE	0:02	0	1,400
B	0:11	0	15,400
BAND-AID	2:10	0	91,000
BANK OF AMERICA	11:54	14	700,000
BEAM DESIGNS	0:10	0	14,000
BEAR BOND	0:00	2	14,000
BELL SAFETY EQUIP.	0:36	0	33,600
BENTLEY	0:00	2	14,000
BEST WESTERN	0:24	0	16,800
BILLY GOAT PROD.	0:04	0	2,800
BLUE ADVANTAGE	0:02	0	1,400
BLUE CR. BLUE SH.	3:29	0	148,400
BOJANGLES'	4:03	2	198,800
BORDERPATROL.GOV	0:12	0	11,200
BOSCH	4:10	0	197,400
BUDWEISER	0:16	0	11,200
BULLSEYE BBQ SAUCE	0:22	0	21,000
BUSCH	0:18	2	32,200
BUTLERBUILT	3:38	0	291,200
C&R RADIATORS	0:30	0	21,000
CAMPING WORLD	4:37	0	254,800
CAMRY (TOYOTA)	22:15	4	988,400
CARFAX	1:18	4	82,600
CARLEDWARDS.COM	0:11	0	12,600
CAR. HEALTH. SYST.	0:07	0	5,600
CAR. MEDICAL CEN.	0:24	0	16,800
CARQUEST	4:44	0	200,200
CASTROL	0:00	2	14,000
CASTROL GTX	2:04	0	86,800
CATERPILLAR	0:36	0	25,200
CH. SPARK PLUGS	2:26	0	175,000
CHARGER (DODGE)	4:25	2	210,000
CHECKERS	0:03	0	4,200
CHEF BOYARDEE	0:14	0	9,800
CHEVROLET	1:33:23	24	4,498,200
CINTAS	0:11	0	15,400
CIRCLE K	11:10	0	490,000
CITIFINRACING.COM	1:16	0	53,200
CLINTBOWYER.COM	0:03	0	4,200
CLOROX	1:57	0	155,400
COATS	0:58	0	51,800
COCA-COLA	10:52	0	520,800
COLEMAN	0:24	0	16,800
COLGATE	0:58	0	40,600
COMETIC	0:35	0	36,400
COMP CAMS	14:10	0	625,800
CONSTEL. ENERGY	0:03	0	4,200
COORS 21	0:26	0	22,400
COORS LIGHT	0:50	0	43,400
COTTONELLE	0:05	0	7,000
COUNTRY CROCK	0:24	0	16,800
CRAFTSMAN	0:00	4	28,000
CROWN ROYAL	0:01	0	1,400
DEFT COATING	0:40	0	28,000
DEKA BATTERIES	0:10	0	14,000
DELL	0:56	0	39,200
DELPHI	0:12	0	9,800
DENSO	0:16	0	11,200
DISH NETWORK	0:02	0	1,400
DIV. ELECTR., INC.	0:02	0	2,800
DIXIE STAMPEDE	0:46	0	51,800
DLP	0:02	0	1,400
DODGE	9:47	18	711,200
DOLLAR GENERAL	41:14	20	1,944,600
DOLLARGEN.COM	1:06	0	46,200
DOOSAN	0:06	0	4,200
DOVERSPEED.COM	0:02	0	2,800
DRINKNOS.COM	0:08	0	5,600
EAGLE (GOODYEAR)	9:10	0	424,200
EDELBROCK	7:10	0	316,400
800-GO PENSKE	1:56	0	106,400
ELECTRIC SUNGL.	0:05	0	7,000
ELECTRIC VISUAL	0:04	0	2,800
EMSEE	1:03	0	88,200
ENERGIZER	5:48	0	320,600
ESPN.COM	2:07	0	99,400
ESPN360.COM	0:23	0	18,200
EXIDE	0:02	0	1,400
FEATHERLITE TRLRS.	4:18	0	210,000
FEDEX	0:08	0	5,600
FIRST TENN. BANK	0:01	0	1,400
FOE.COM	1:40	0	70,000
FOOD CITY	0:33	0	33,600
FOOD LION	3:46	0	162,400
FOODLAND	0:01	0	1,400
FORD	31:55	6	1,456,000
FRAT. ORD. OF EAG.	0:09	0	9,800
FREIGHTLINER	0:19	0	22,400
"FRIDAY NIGHT LTS."	0:00	2	14,000
FRIDGIDAIRE	0:02	0	1,400
FUSION (FORD)	10:02	6	469,000
GATORADE	0:08	2	19,600
GEICOGARAGE.COM	2:38	0	110,600
GENERAL ELECTRIC	0:02	0	1,400
G-FORCE RAC. GEAR	0:14	0	9,800
GIBSON GUITARS	0:00	2	14,000
GLAD	0:37	0	37,800
GODADDY.COM	0:20	0	26,600
GOODYEAR	31:09	8	1,724,800
GOODY'S COOL OR.	1:58	0	82,600
GOPENSKE.COM	1:32	0	64,400
HAAS	0:15	0	21,000
HANKOOK TIRES	0:08	2	19,600
HAVOLINE	0:24	0	18,200
HD FURN. (Z-L. DES.)	0:14	0	9,800
HELUVA GOOD!	3:33	0	155,400
HENDRICK MOTORS	0:00	2	14,000
HEWLETT PACKARD	0:04	0	2,800
HITACHI	0:06	0	4,200
HOLLEY	8:50	0	404,600
HOME DEPOT, THE	0:17	0	19,600
HOMELIFE	0:03	0	2,800
HOT SHOT	0:01	0	1,400
HUNTER FILMS, INC.	0:04	0	2,800
IMPACT!	22:24	0	1,257,200
INCREDPIZZA.COM	4:29	0	193,200
INGERSOLL RAND	1:21	0	58,800
JACK DANIEL'S	1:07	0	68,600
JMCMURRAY.COM	0:25	0	35,000
JASPER ENGINES	4:30	0	329,000
JE PISTONS	13:53	0	604,800
JEFFBURTON.COM	0:04	0	2,800
JEG'S	0:02	0	2,800
JESEL	8:43	0	387,800
JHE	0:08	0	5,600
JIM BEAM	0:02	0	1,400
JJOHNSON.COM	0:08	0	11,200
J. J. GOURMET SAND.	1:18	0	70,000
JOIE OF SEAT., THE	0:46	0	64,400
JOINAPS.COM	0:28	0	21,000
JUICY FRUIT	1:09	0	50,400
K&N FILTERS	3:29	0	154,000
KBM ELECTRIC	2:34	0	166,600
KENWOOD	5:22	0	366,800
KHARVICK.COM	0:06	0	4,200
KLONDIKE	2:55	0	123,200
KOBALT TOOLS	0:06	0	4,200
KRAFT	1:04	0	44,800
KYLEBUSCH.COM	0:02	0	1,400
LENOX	1:26	0	60,200
LINCOLN WELDERS	1:25	0	63,000
LISTA	0:16	0	15,400
LONGS DRUGS	0:03	0	4,200
LOWE'S (MOTOR SP.)	19:22	74	1,426,600
LOWESRACING.COM	0:08	0	11,200
LUCAS OIL PROD.	0:09	0	12,600
LYSOL	1:38	0	68,600
MAC TOOLS	13:24	0	641,200
MAHLE	20:54	0	924,000
MASTERCRAFT BTS.	0:03	0	4,200
MAYTAG	0:14	0	9,800
MAZAK	0:10	0	14,000
MECHANIX WEAR	24:24	0	1,104,600
MERCURY	0:00	4	28,000
MESCO	4:22	0	215,600
METABO	1:40	0	70,000
MIRACLE-GRO (SC.)	0:51	0	42,000
MITSUBISHI ELECT.	0:06	0	4,200
MOBIL 1	11:54	0	704,200
MON. CAR. (CHEV.)	0:02	0	1,400
MON. CAR. SS (CH.)	13:46	0	627,200
MOOG	17:25	0	774,200
MOROSO	3:24	0	155,400
MOUNTAIN DEW	0:03	0	2,800
MSD	12:54	0	569,800
MUSCO LIGHTING	0:51	0	39,200
NAPA AUTO PARTS	0:10	0	7,000
"NASCAR C'DOWN."	0:00	6	42,000
NASCAR MEDIA GR.	0:04	0	2,800
"NASCAR NOW"	4:43	12	337,400
NATIONAL GUARD	0:39	2	54,600
NATIONWIDE	3:33:19	154	11,328,800
NAVY.COM	0:04	0	5,600
NEW BALANCE	0:08	0	5,600
NEXTEL	0:06	2	22,400
NORTHEASTERN SUP.	0:46	0	32,200
NS DESIGNS	0:28	0	39,200
NO. 7 (JACK DAN.)	0:02	0	2,800
OAKLEY	3:33	0	186,200
OFFICE DEPOT	1:33	0	68,600
OGIO	0:40	0	28,000
OKUMA	2:23	0	114,800
OLD SPICE	0:26	0	18,200
1-800-BE-PETTY	0:04	0	2,800
1-888-GET-DISH	0:02	0	1,400
O'REILLY AUTO PTS.	0:02	0	2,800
OREO	0:42	0	29,400
ORTHO	1:09	0	58,800
PALATEK	0:08	0	11,200
PENNZOIL	2:51	0	159,600
PENSKE	6:27	8	473,200
PENSKE SHOCKS	2:19	0	112,000
PEPSI	0:04	0	5,600
PET'S BODY SHOP	0:08	0	5,600
PHILIPS	0:44	0	30,800
PLANETCOLOR	0:04	0	2,800
PLANTERS	1:00	2	56,000
PPG	3:03	0	231,000
PROCTOR & GAMBLE	0:04	0	2,800
PUMA	0:50	0	37,800
Q (QUAKER STATE)	1:45	0	88,200
R&B	1:23	0	64,400
RACING ELECTRON.	0:14	0	9,800
RACING RADIOS	2:22	0	121,800
RAGU	0:48	2	47,600
RAM'S HEAD (DOD.)	4:09	0	182,000
RAYBESTOS	5:07	0	225,400
RCRRACING.COM	0:09	0	9,800
RE/MAX INT'L.	0:10	0	14,000
RED BULL	2:23	0	131,600
REESE'S	2:20	0	98,000
R. PETTY DR. EXPER.	0:04	0	2,800
ROUSHFENWAY.COM	0:30	0	30,800
RUSTYWALLACE.COM	0:28	0	25,200
RUUD	0:16	0	11,200
S*LINE	0:08	0	11,200

AS&E Sponsors, Continued

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
SABELT	0:59	0	82,600
SAFETY-KLEEN	13:42	0	593,600
SAVE-A-LOT	1:08	0	50,400
SCHECK INDUSTRIES	0:01	0	1,400
SCHROTH	0:18	0	25,200
SCOTT	0:51	0	46,200
SEEBEES	0:03	0	4,200
SEM	1:25	0	64,400
SEYMOUR OF SYC.	0:42	0	29,400
SFI	0:22	0	21,000
SHARPIE	0:06	0	8,400
SHARPIE PEN	0:01	0	1,400
SHARPIE.COM	0:01	0	1,400
SHELL	3:42	0	205,800
SHERWIN-WILLIAMS	1:00	0	49,000
SHOP TOWELS	0:01	0	1,400
SHOPAARONS.COM	0:10	0	7,000
SIEMENS	0:22	0	26,600
SIMPSON	13:08	0	758,800
SLIM JIM	0:02	0	1,400
SMITHFIELD	0:50	0	35,000
SNACK PACK	0:44	0	30,800
SNAP-ON TOOLS	5:28	0	295,400
SONY	0:12	0	8,400
SPORTCLIPS	1:37	0	128,800
SPORTVISION	0:04	0	2,800
SPRINT	18:51	50	1,356,600
SPS	0:26	0	18,200
STARTER	0:12	0	8,400
STATE FARM	0:02	0	1,400
STP	0:20	0	14,000
SUNOCO	53:43	6	2,560,600
TALLADEGASUP.COM	0:02	0	2,800
TARGET	6:02	0	282,800
TEXACO	1:23	0	58,800
3M	24:23	0	1,101,800
TIME WARNER CABLE	3:41	0	162,400
TIMKEN	6:47	0	317,800
TIRES.COM	1:30	0	117,600
TIWI	2:46	0	117,600
TOMBSTONE PIZZA	0:47	0	65,800
TOYOTA	51:49	10	2,426,200
TOYOTA TRUCKS	4:42	0	201,600
TUMS	0:48	0	33,600
TUNDRA (TOYOTA)	1:00	4	70,000
20TH CENTURY FOX	0:04	0	2,800
TYLENOL	3:22	0	141,400
U.S. AIR FORCE	1:17	2	114,800
UNILEVER	0:48	2	81,200
UPS	0:03	0	2,800
VALVOLINE	4:59	0	261,800
VFW	0:23	0	16,800
VITAMIN WATER	0:50	0	35,000
WHELEN ENGINEER.	4:05	0	173,600
WISK	0:47	0	33,600
WIX FILTERS	8:31	0	385,000
"WIZARD OF OZ, THE"	0:00	2	14,000
WORLD FIN. GROUP	0:08	0	5,600
WRANGLER	0:06	0	8,400
XBOX 360	0:04	0	2,800
YORK	0:26	0	18,200
Z-LINE DESIGNS	0:58	2	54,600
ZMAX	16:21	0	712,600
TOTAL:	20:10:54	474	$61,691,000

294 AS&E SPONSORS

Other Entities

OTHER ENTITY	IN-FOCUS EXPOSURE TIME	MENTIONS	$ VALUE BASED ON COST PER :30
ALL-STAR RACE	0:00	6	42,000
ARCA	1:27	16	212,800
BAKER CURB RACING	0:00	2	14,000
BRAUN RACING	3:26	8	233,800
BRISTOL MOTOR SP.	0:06	2	22,400
BRISTOL, TN	0:00	2	14,000
CHAR. MOTOR SP.	0:00	2	14,000
CHARLOTTE USA	2:08	0	103,600
CHARLOTTE, NC	16:21	40	1,139,600
CONCORD, NC	7:43	4	411,600
CUP SERIES	4:01	82	803,600
DARLINGTON RAC.	0:00	2	14,000
DAUGHERTY RAC.	0:00	4	28,000
DAYTONA INT'L. SP.	0:00	6	42,000
DOVER INT'L. SP.	0:00	2	14,000
GAN. RAC. W/ F. SAB.	0:04	0	2,800
GWY. INT'L. RAC.	0:00	2	14,000
GIL. EV. MOTORSP.	0:00	4	28,000
HABITAT FOR HUM.	0:00	2	14,000
HENDRICK MTRSP.	0:00	2	14,000
HOME.-MIAMI SP.	0:00	4	28,000
IND. MOTOR SP.	0:00	2	14,000
J. JOHNSON FOUND.	0:02	2	16,800
JOE GIBBS RACING	1:39	10	142,800
JR MOTORSPORTS	2:35	4	231,000
JTG RACING	0:07	4	37,800
KANSAS SPEEDWAY	0:00	4	28,000
KENTUCKY SP.	0:00	4	28,000
K. HARVICK, INC.	0:00	2	14,000
KEY MOTORSPORTS	0:16	0	11,200
LAS VEGAS MOT. SP.	0:37	0	35,000
LPGA	0:03	0	4,200
MEMPHIS MOT. PK.	0:00	4	28,000
MEMPHIS, TN	0:00	6	42,000
M. WALTRIP RACING	0:08	0	5,600
MOTOR RAC. OUTR.	0:12	2	22,400
NASCAR	3:54:10	140	12,566,400
NASHVILLE SUPERSP.	0:05	2	21,000
NASHVILLE, TN	0:00	2	14,000
NEW JERSEY MOT. PK.	0:00	2	14,000
NHRA	4:07	8	267,400
PENSKE RACING	0:00	4	28,000
PH. INT'L. RACEWAY	0:00	2	14,000
R. CHILDRESS RAC.	1:21	0	67,200
R. INT'L. RAC.	0:00	2	14,000
ROUSH FENWAY RAC.	0:13	6	51,800
R. WALLACE, INC.	0:31	6	74,200
S.D. HAB. FOR HUM.	0:02	0	2,800
SP. CHILD. CHAR.	1:56	0	81,200
ST. LOUIS, MO	0:00	2	14,000
TALLADEGA SUP.	0:22	26	204,400
TEXAS MOTOR SP.	0:00	4	28,000
TRUCK SERIES	0:00	6	42,000
UNC AT CHAR.	0:00	2	14,000
VIRGINIA NAT.	3:15	6	203,000

Top 100 Overall Sponsors

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30	SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30	SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
NATIONWIDE	3:33:19	154	11,328,800	HOLIDAY INN EXP.	13:59	0	614,600	BUTLERBUILT	3:38	0	291,200
CHEVROLET	1:33:23	24	4,498,200	GR. CL. FOR HAIR	14:12	0	607,600	KINGSFORD CHAR.	6:46	0	288,400
SUNOCO	53:43	6	2,560,600	JE PISTONS	13:53	0	604,800	TARGET	6:02	0	282,800
TOYOTA	51:49	10	2,426,200	SAFETY-KLEEN	13:42	0	593,600	CAMPING WORLD	4:37	0	254,800
DOLLAR GENERAL	41:14	20	1,944,600	AVIS	12:11	4	592,200	PPG	3:03	0	231,000
GEICO	41:10	4	1,839,600	MSD	12:54	0	569,800	RAYBESTOS	5:07	0	225,400
GOODYEAR	31:09	8	1,724,800	MICC. GAM. & RES.	10:17	4	536,200	MESCO	4:22	0	215,600
NOS ENERGY DRINK	31:47	4	1,471,400	COCA-COLA	10:52	0	520,800	ADIDAS	3:51	0	212,800
FORD	31:55	6	1,456,000	CIRCLE K	11:10	0	490,000	CHARGER (DODGE)	4:25	2	210,000
LOWE'S (MOT. SP.)	19:22	74	1,426,600	CITIFINANCIAL	10:14	0	487,200	FEATHERLITE TRLRS.	4:18	0	210,000
HOLIDAY INN	31:55	6	1,400,000	DISC. TIRE CO.	9:31	2	477,400	SHELL	3:42	0	205,800
SPRINT	18:51	50	1,356,600	PENSKE	6:27	8	473,200	TOYOTA TRUCKS	4:42	0	201,600
BB&T	26:28	6	1,296,400	FUSION (FORD)	10:02	6	469,000	CARQUEST	4:44	0	200,200
IMPACT!	22:24	0	1,257,200	ARP	10:04	0	459,200	BOJANGLES'	4:03	2	198,800
CITI	26:01	0	1,164,800	SUPERCUTS	10:04	0	453,600	BOSCH	4:10	0	197,400
MECHANIX WEAR	24:24	0	1,104,600	EAGLE (GOODYEAR)	9:10	0	424,200	INCREDPIZZA.COM	4:29	0	193,200
3M	24:23	0	1,101,800	5 HOUR ENERGY	7:42	8	417,200	OAKLEY	3:33	0	186,200
U.S. NAVY	21:23	6	1,066,800	MOTOROLA	9:01	0	417,200	RAM'S HEAD (DOD.)	4:09	0	182,000
CAMRY (TOYOTA)	22:15	4	988,400	HOLLEY	8:50	0	404,600	CH. SPARK PLUGS	2:26	0	175,000
LOWE'S	18:54	6	974,400	JESEL	8:43	0	387,800	WHELEN ENGINEER.	4:05	0	173,600
MAHLE	20:54	0	924,000	WIX FILTERS	8:31	0	385,000	HELLMANN'S	3:43	2	172,200
PENSKE TR. RENTAL	12:26	10	911,400	AARON'S	6:32	12	373,800	KBM ELECTRIC	2:34	0	166,600
SCOTTS	17:09	4	820,400	KENWOOD	5:22	0	366,800	FOOD LION	3:46	0	162,400
MOOG	17:25	0	774,200	AUTO METER	7:11	0	338,800	TIME WARNER CAB.	3:41	0	162,400
SIMPSON	13:08	0	758,800	"NASCAR NOW"	4:43	12	337,400	TAIL. AT HM. (KING.)	3:47	0	161,000
FARM BUREAU INS.	13:57	2	736,400	JASPER ENGINES	4:30	0	329,000	PENNZOIL	2:51	0	159,600
ZMAX	16:21	0	712,600	ENERGIZER	5:48	0	320,600	WAL-MART	3:46	0	159,600
DODGE	9:47	18	711,200	TIMKEN	6:47	0	317,800	U.S. BORDER PATROL	3:26	0	158,200
MOBIL 1	11:54	0	704,200	EDELBROCK	7:10	0	316,400	HELUVA GOOD!	3:33	0	155,400
BANK OF AMERICA	11:54	14	700,000	ALPINESTARS	6:15	0	313,600	MOROSO	3:24	0	155,400
MAC TOOLS	13:24	0	641,200	FASTENAL	6:25	0	310,800	CLOROX	1:57	0	155,400
MON. CAR. SS (CH.)	13:46	0	627,200	SNAP-ON TOOLS	5:28	0	295,400	K&N FILTERS	3:29	0	154,000
COMP CAMS	14:10	0	625,800	WINTERGUARD (SC.)	5:50	4	280,000				
RHEEM	13:51	0	618,800	VALVOLINE	4:59	0	261,800				

Team Sponsors

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
AARON'S	6:32	12	373,800
AM. INCR. PIZZA CO.	0:20	0	14,000
AVIS	12:11	4	592,200
BB&T	26:28	6	1,296,400
BBT.COM	3:19	0	151,200
BI-LO	0:19	0	14,000
CITI	26:01	0	1,164,800
CITIFINANCIAL	10:14	0	487,200
CURLY'S	1:53	0	81,200
CURLYS.COM	0:36	0	25,200
DISC. TIRE CO.	9:31	2	477,400
DONATO'S	0:48	0	33,600
FARM BUREAU INS.	13:57	2	736,400
FASTENAL	6:25	0	310,800
5 HOUR ENERGY	7:42	8	417,200
GEICO	41:10	4	1,839,600
GR. CLIPS FOR HAIR	14:12	0	607,600
HEFTY	1:18	0	54,600
HELLMANN'S	3:43	2	172,200
HOLIDAY INN	31:55	6	1,400,000
HOLIDAY INN EXPR.	13:59	0	614,600
HOLIDAYINN.COM	2:24	0	100,800
JVC	0:10	0	7,000
KINGSFORD CHAR.	6:46	0	288,400
KLEENEX	2:12	0	105,000
LONG JOHN SILVER'S	0:40	0	30,800
LOWE'S	18:54	6	974,400
MAHINDRA TRAC.	0:02	0	2,800
MICC. GAM. & RES.	10:17	4	536,200
MOTOROLA	9:01	0	417,200
NOS ENERGY DRINK	31:47	4	1,471,400
PENSKE TR. RENT.	12:26	10	911,400
RHEEM	13:51	0	618,800
RHEEM.COM	0:36	0	25,200
SAMARITAN'S FEET	0:03	4	32,200
SCOTTS	17:09	4	820,400
SHRED 360	0:20	0	14,000
SUPERCUTS	10:04	0	453,600
TAIL. AT HM. (KING.)	3:47	0	161,000
31-W INSULATION	0:07	0	5,600
TIDE	3:08	0	131,600
U.S. BORDER PATROL	3:26	0	158,200
U.S. NAVY	21:23	6	1,066,800
VECTOR SECURITY	0:44	0	30,800
VERIZON WIRELESS	2:33	0	128,800
WAL-MART	3:46	0	159,600
WEBER	1:32	0	64,400
WINTERGD. (SCOTTS)	5:50	4	280,000

Team Sponsors, Continued

SPONSOR	IN-FOCUS EXPOSURE TIME	SPONSOR MENTIONS	$ VALUE BASED ON COST PER :30
WORLD WALK	1:26	0	60,200
ZAXBY'S	1:42	0	71,400
TOTAL: 50 TEAM SPONSORS	6:58:39	88	$19,992,000
GRAND TOTAL: 344 SPONSORS DOLLAR GENERAL 300	27:09:33	562	$81,683,000

Driver Summary

DRIVER	SPONSOR/ ASSOCIATION	TOTAL INTERVIEWS	INTERVIEW TIME	DRIVER MENTIONS
ALLGAIER, J.	PENSKE TRUCK RENTAL	5	9:14	45
AMBROSE, M.	KINGSFORD TAILGATE AT HOME			37
BARRETT, S.	DONATO'S			4
BIRES, K.	SAMARITAN'S FEET WORLD WALK	3	2:32	26
BLANEY, D.	DOLLAR GEN.			54
BLISS, M.	MICCOSUKEE RESORT & GAM.	1	1:30	91
BOWYER, C.	BB&T/BBT.COM	6	3:59	138
BURTON, J.	HOLIDAY INN/ HOL. INN EXP./ HOLINN.COM	9	7:34	242
BUSCH, K.	NOS ENERGY DR.	3	3:20	250
CHAPMAN, J.	MSRP MOTORSP.			4
CLAUSON, B.	FASTENAL	2	2:06	26
COOK, T.	MSRP MOTORSP.			4
COPE, D.	JVC			4
EDWARDS, C.	SCOTTS WINTERGUARD	4	2:28	147
EFLAND, D.	SHRED 360			2
GREEN, J.	KEY MOTORSP.	2	1:10	42
HAM. JR., B.	CURLY'S/ CURLYS.COM			18
HARVICK, K.	RHEEM/ RHEEM.COM			68
JOHNSON, J.	LOWE'S	3	1:49	50
KAHNE, K.	HELLMANN'S	1	2:06	42
KELLER, J.	KLEENEX/BI-LO			14
KEN. JR., D.J.	MAHINDRA TRACTORS/ VECTOR SEC.			0
KESEL., B.	U.S. NAVY	4	1:16	51
LAG. JR., S.	AMERICA'S INCREDIBLE PIZZA COMPANY			18
LAMAR, B.	31-W INSUL./ CERTAINTEED			0
LEFFLER, J.	GREAT CLIPS FOR HAIR			48
LEPAGE, K.	D. COPE INC.			0
LOGANO, J.	FARM BUREAU INSURANCE	1	0:48	106
McCLURE, E.	HEFTY ODORBLOCK			2
McMUR., J.	CITI/ CITIFINANCIAL	1	0:49	86
MILLER, C.	MOTOROLA/ VERIZON WIRELESS			8
O'QU. JR., D.	TEAM RENSI MOTORSPORTS			2
RAGAN, D.	DISC. TIRE CO.	1	1:04	47

Driver Sum., Contin.

DRIVER	SPONSOR/ ASSOCIATION	TOTAL INTERVIEWS	INTERVIEW TIME	DRIVER MENTIONS
RAINES, T.	LONG JOHN SILVER'S/WEBER			10
RANGER, A.	SUPERCUTS/ TIDE/WAL-MART			6
R'MANN., D.	AARON'S			30
STREMME, D.	AVIS	3	1:17	71
TOWN., J.W.	ZAXBY'S			10
VICKERS, B.	DOLLAR GEN.	2	0:44	104
WALLACE, K.	U.S. BORDER PATROL			16
WALLACE, M.	GEICO	2	1:41	49
WALLACE, S.	5-HOUR ENERGY	3	2:04	42
WHITT, B.	SPECIALTY RAC.			2
TOTAL: 43 DRIVERS		56	47:31	2,016
OTHER INTERVIEWS:				
D'HOFF., D.	BB&T	1	0:47	4
E'HRT. JR., D.	JR MOTORSP.	2	1:22	5
HAMLIN, D.		1	0:18	3
McDAN., C.		1	0:35	1
OWENS, T.	DOLLAR GEN.	4	2:52	10
SIBLEY, M.	NOS EN. DRINK	2	1:12	2
SMITH, P.	HOLIDAY INN/ HOL. INN EXPR./ HOLINN.COM	4	2:14	20
WALLACE, L.		1	0:30	11
WIDEMAN, J.	NOS ENERGY DR.	2	0:46	2

AS&E Sponsors Year-To-Date

	EXP. TIME	MENT.	CP:30 VAL.
NATIONWIDE	73:24:56	2,456	$223,109,600
CHEVROLET	28:59:42	725	85,974,500
FORD	11:16:18	325	33,340,600
TOYOTA	7:41:14	938	29,251,200
SUNOCO	8:48:34	146	25,813,700
GOODYEAR	5:41:10	217	17,972,600
CAMRY (TOYOTA)	5:47:02	48	16,787,600
SPRINT	4:02:16	467	15,876,200
MECHANIX WEAR	4:39:59	0	12,960,100
DODGE	3:27:18	162	11,991,100
IMPACT!	3:54:19	2	11,557,600
MON. CAR. SS (CH.)	3:21:07	2	9,437,800
JE PISTONS	3:16:03	0	9,302,300
MAHLE	3:11:08	0	9,131,700
MOOG	2:59:50	0	8,609,300

Team Sponsors Year-To-Date

	EXP. TIME	MENT.	CP:30 VAL.
GEICO	12:36:36	63	$35,291,400
U.S. NAVY	10:27:03	185	29,612,500
CAMPING WO.	7:44:03	164	23,761,400
BB&T	6:41:16	37	18,161,400
Z-LINE DESIGNS	6:15:40	43	17,802,400
AARON'S	4:59:54	265	17,284,600
3M	5:54:31	7	16,332,200
CITI	5:33:56	2	15,728,400
HOLIDAY INN	4:44:01	90	13,781,700
MIC. GAM. & RES.	4:41:41	59	12,688,000
GR. CL. FOR HAIR	4:06:08	43	11,903,300
OLD SPICE	3:16:30	34	11,459,400
ATR. HOM. & COM.	3:21:39	34	10,537,700
DOLLAR GENERAL	3:32:21	64	9,810,100
SAVE-A-LOT	3:15:54	38	8,436,400